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Contact: Steve Maggio (508) 746-2555 ext. 11



DAVINCI
DIRECT

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MAGGIO SELECTED FOR NON-PROFIT ADVISORY COUNCIL

PLYMOUTH, MA, October 27, 2006 — Steve Maggio, president of DaVinci Direct, has been selected to serve on the Advisory Council of the Direct Marketing Association Nonprofit Federation.

The DMA Nonprofit Federation (DMANF) is an aggressive and effective advocate for non-profits in postal, regulatory, legislative and accountability issues. It leads the way in professional education, networking and industry advancement in non-profit direct response fundraising.

The DMANF is the premier agent for improving public awareness and receptivity to direct market-driven philanthropy, and is the “top brand” among all associations and advocacy groups working on behalf of nonprofits in this area.

Maggio will serve a two-year term as a member of the DMANF Advisory Council. The Council serves the DMANF as a body of direct response fundraising experts and nonprofit leaders upon which the Nonprofit Federation and the DMA can rely for input and recommendations on strategic issues affecting the nonprofit segment and the direct marketing industry as a whole.

“It’s an honor to be chosen to serve with the leaders of our industry,” said Maggio, “and an exciting challenge to have a direct input into key decisions affecting nonprofit direct marketing.”

DaVinci Direct is a Plymouth, MA based full-service direct marketing agency specializing in fundraising for nonprofit organizations.